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J-B Warren Bennis: Driven : How Human Nature Shapes Our ...
Here are 10 big ideas from Driven: How Human Nature Shapes Our Choices. 1. Human beings have four fundamental, biological drives: acquiring, bonding, learning, defending. We're in the business of helping our customers. Our customers are human beings, with wants, desires, and needs of their own.

Driven – How Human Nature Shapes Our Choices by Paul R ...

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other human organs also shaped the human brain, the most complex system ever created by evolution. Strong evidence also indicates that human language and symbolic structure are also hardwired. Modern human brains contain a hundred billion neurons, and each neuron has up to 1,000 synapses that connect with other neurons.

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The authors, well versed in sociobiology, openly acknowledge that the numbers and exact nature of our drives need further exploration and provide suggestions for research projects. Irregardless of how many more drives one human may or may not posses their theory is enlightening for any reader.

Driven

In Driven: How Human Nature Shapes Our Choices, two Harvard researchers have compiled some convincing evidence that sheds revealing light on the mysteries of human nature and behavior. Using a scientific foundation, authors Paul R. Lawrence & Nitin Nohria have linked business and evolutionary biology to offer a fascinating look at the way social behavior affects individuals, management, leadership and every organization.

Driven: How Human Nature Shapes our... book by Nitin Nohria Lawrence, Paul R., and Nitin Nohria. Driven: How Human Nature Shapes Our Choices. San Francisco: Jossey-Bass, 2001 ...

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In Driven: How Human Nature Shapes Our Choices, the authors combine the latest thinking from the biological and social sciences to lay out a new theory on human nature. The idea: We are all influenced and guided by four drives: acquiring, bonding, learning, and defending.

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